



ERROL D. GRIFFITHS
VICE PRESIDENT, ADVERTISING DIRECTOR

March 12, 1996

Mr. Ray Brown
Media
Advertising Experti, Ltd.
280 North Central Avenue
Suite 310
Hartsdale, N.Y. 10530

RE: Benson & Hedges Local Area Costs/Closing

Dear Ray,

Pursuant to your memo, the following is to confirm that we cannot isolate EM's circulation as requested by local market.

We can breakout our circulation by State. The cost per State or groups of States provided that the sum circulation is above 45,000 and below 50% of the guaranteed circulation is: \$7,566 (gross space) + \$2,375 (net production charge) per P4CB unit.

EM's total circulation in the five States (California, Louisiana, Texas, Georgia, Illinois) is 65,000. At present we do not have a circulation by local market definition.

Ray, cospysplits and regional ads are on the same closing schedule as national runs. However, we would appreciate a few weeks notice of your regional plans to avoid positioning problems and mistakes. Please call me if there are any questions.
Thanks.

Best regards,

CC: W. Garrison Jackson
K. Marryshow
R. Schneider

LA
5800

TEXAS	Georgia
13,303	12,200

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